

FY14 -15 Encroachment Strategy and Plan includes:

IRS/Free File	<ul style="list-style-type: none">• Engagement with new Acting Commissioner and with National Taxpayer Advocate• Creating new strategy w/CG to shore up Free File to support Congressional debate and help enable program renewal in '14 – focus on IDE Platform
Congressional /Political	<ul style="list-style-type: none">• Legislation to make Free File permanent introduced in House and Senate, co-sponsor drive and 3rd-party grass roots underway• Congressional hearings on IRS oversight, new IRS scandal
Media	<ul style="list-style-type: none">• Mobilize and expand existing coalition, including pushing back through op-eds:<ul style="list-style-type: none">• Published: Will Marshall (PPI), Arlene Holen (Tech. Policy Inst.), Grover Norquist, (ATR), Prof. James Maule (Villanova), Jeffrey Eisenach (AEI), Tom Giovanetti (IPI)• Buy ads for op-eds/editorials/stories in African American and Latino media
New Approach: 3rd Party Activities	<ul style="list-style-type: none">• New ally recruitment: Teamsters, IBEW, Laborers, UFCW, Plumbers & Pipefitters• Increased African American and Latino outreach: NAACP, Hispanic Leadership Fund• Leverage trade groups to support House/Senate Free File bills:<ul style="list-style-type: none">• BSA, ITI, SIIA, CCIA• Business Coalition for Fair Competition, Women Impacting Public Policy• Small Business Entrepreneurship Council, The Latino Coalition• National Black Chamber of Commerce

Red Team/Blue Team Exercise will inform our strategy